

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WRAL-TV, Raleigh NC	Date: 9-17-12
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads
 1401 New York Avenue Suite 1200
 Washington, DC 20005
 Treasurer: Margee Clancy

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

Total Charges: \$71,150 G | \$60,477.50 ~

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes

☒ No

CONTRACT

WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

And:

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Contract / Revision 115078 /		Alt Order # 06226482
Product AMER CROSSROAD 09/18		
Contract Dates 09/18/12 - 09/27/12		Estimate # 691
Advertiser American Crossroads		Original Date / Revision 07/09/12 / 08/09/12
Billing Cycle EOM/EOC	Billing Calendar Broadcast	Cash/Trade Cash
Station WRAL	Account Executive Cheryl Blair	Sales Office Washington Tel
Special Handling CIA - Mark PAID		
Demographic Adults 35+		
IDB#	Advertiser Code 11	Product Code 27
Agency Ref		Advertiser Ref

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WRAL	09/21/12	09/21/12	Noon News	12p-1p		:30			NM	1	\$700.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	----1--				1	\$700.00			
N 2	WRAL	09/21/12	09/21/12	WRAL 5:30AM News	530-6a		:30			NM	1	\$1,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	----1--				1	\$1,000.00			
N 3	WRAL	09/21/12	09/21/12	5:30 News	530-6p		:30			NM	1	\$2,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	----1--				1	\$2,000.00			
N 4	WRAL	09/21/12	09/21/12	CBS Evening News (M-F)	630p-7p		:30			NM	1	\$2,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	----1--				1	\$2,000.00			
N 5	WRAL	09/21/12	09/21/12	CBS This Morning	7am - 9am		:30			NM	1	\$850.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/17/12	09/23/12	----1--				1	\$850.00			
N 6	WRAL	09/24/12	09/24/12	Late News	11-1135p		:30			NM	1	\$2,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	1-----				1	\$2,000.00			
N 7	WRAL	09/24/12	09/24/12	WRAL 5am News	5am - 5:30a		:30			NM	1	\$700.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	1-----				1	\$700.00			
N 8	WRAL	09/24/12	09/24/12	5:00 First News	5-530p		:30			NM	1	\$2,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	09/24/12	09/30/12	1-----				1	\$2,000.00			

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WRAL-TV
2619 Western Blvd
Raleigh, NC 27605
(919)821-8514

<u>Contract / Revision</u> 115078 /		<u>Alt Order #</u> 06226482
<u>Contract Dates</u> 09/18/12 - 09/27/12	<u>Product</u> AMER CROSSROAD	<u>Estimate #</u> 09691
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 07/09/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 9	WRAL	09/24/12	09/24/12	6pm News (M-F)	6-630p		:30			NM	1	\$2,500.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$2,500.00			
N 10	WRAL	09/24/12	09/24/12	WRAL AM News	6-7a		:30			NM	1	\$1,600.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$1,600.00			
N 11	WRAL	09/24/12	09/24/12	Inside Edition	7-730P		:30			NM	1	\$1,500.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	1-----				1	\$1,500.00			
N 12	WRAL	09/22/12	09/22/12	WRAL 6a News Sat	6-8a		:30			NM	1	\$600.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1-				1	\$600.00			
N 13	WRAL	09/23/12	09/23/12	CBS Sunday Morning	9-1030a		:30			NM	1	\$900.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-----1				1	\$900.00			
N 14	WRAL	09/20/12	09/20/12	Late News	11-1135p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$2,000.00			
N 15	WRAL	09/20/12	09/27/12	Noon News	12p-1p		:30			NM	2	\$1,400.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$700.00			
Week:		09/24/12	09/30/12	---1---				1	\$700.00			
N 16	WRAL	09/20/12	09/20/12	WRAL 5am News	5am - 5:30a		:30			NM	1	\$700.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$700.00			
N 17	WRAL	09/20/12	09/20/12	5:00 First News	5-530p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$2,000.00			
N 18	WRAL	09/27/12	09/27/12	WRAL 5:30AM News	530-6a		:30			NM	1	\$1,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$1,000.00			
N 19	WRAL	09/27/12	09/27/12	5:30 News	530-6p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$2,000.00			
N 20	WRAL	09/20/12	09/20/12	6pm News (M-F)	6-630p		:30			NM	1	\$2,500.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract / Revision</u> 115078 /		<u>Alt Order #</u> 06226482
<u>Contract Dates</u> 09/18/12 - 09/27/12	<u>Product</u> AMER CROSSROAD 09	<u>Estimate #</u> 691
<u>Advertiser</u> American Crossroads		<u>Original Date / Revision</u> 07/09/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$2,500.00			
N 21	WRAL	09/20/12	09/20/12	WRAL AM News	6-7a		:30			NM	1	\$1,600.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$1,600.00			
N 22	WRAL	09/27/12	09/27/12	CBS Evening News (M-F)	630p-7p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	---1---				1	\$2,000.00			
N 23	WRAL	09/20/12	09/20/12	Inside Edition	7-730P		:30			NM	1	\$1,500.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	---1---				1	\$1,500.00			
N 24	WRAL	09/18/12	09/18/12	Late News	11-1135p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$2,000.00			
N 25	WRAL	09/25/12	09/25/12	Noon News	12p-1p		:30			NM	1	\$700.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$700.00			
N 26	WRAL	09/18/12	09/18/12	5:00 First News	5-530p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$2,000.00			
N 27	WRAL	09/25/12	09/25/12	5:30 News	530-6p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$2,000.00			
N 28	WRAL	09/18/12	09/18/12	6pm News (M-F)	6-630p		:30			NM	1	\$2,500.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$2,500.00			
N 29	WRAL	09/25/12	09/25/12	CBS Evening News (M-F)	630p-7p		:30			NM	1	\$2,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$2,000.00			
N 30	WRAL	09/18/12	09/18/12	Inside Edition	7-730P		:30			NM	1	\$1,500.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$1,500.00			
N 31	WRAL	09/25/12	09/25/12	CBS This Morning	7am - 9am		:30			NM	1	\$850.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	-1-----				1	\$850.00			
N 32	WRAL	09/18/12	09/18/12	Tue Hour 1	8-9p		:30			NM	1	\$8,000.00
ISSUE CLASS OF TIME												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

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<u>Contract / Revision</u>	<u>Alt Order #</u>
115078 /	06226482

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
09/18/12 - 09/27/12	AMER CROSSROAD	09691

<u>Advertiser</u>	<u>Original Date / Revision</u>
American Crossroads	07/09/12 / 08/09/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	-1-----				1	\$8,000.00			
N 33	WRAL	09/26/12	09/26/12	Late News	11-1135p		:30			NM	1	\$2,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$2,000.00			
N 34	WRAL	09/26/12	09/26/12	WRAL 5am News	5am - 5:30a		:30			NM	1	\$700.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$700.00			
N 35	WRAL	09/26/12	09/26/12	5:00 First News	5-530p		:30			NM	1	\$2,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$2,000.00			
N 36	WRAL	09/19/12	09/19/12	WRAL 5:30AM News	530-6a		:30			NM	1	\$1,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$1,000.00			
N 37	WRAL	09/19/12	09/19/12	5:30 News	530-6p		:30			NM	1	\$2,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$2,000.00			
N 38	WRAL	09/26/12	09/26/12	6pm News (M-F)	6-630p		:30			NM	1	\$2,500.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$2,500.00			
N 39	WRAL	09/19/12	09/19/12	CBS Evening News (M-F)	630p-7p		:30			NM	1	\$2,000.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$2,000.00			
N 40	WRAL	09/26/12	09/26/12	Inside Edition	7-730P		:30			NM	1	\$1,500.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/24/12	09/30/12	--1----				1	\$1,500.00			
N 41	WRAL	09/19/12	09/19/12	CBS This Morning	7am - 9am		:30			NM	1	\$850.00
		ISSUE CLASS OF TIME										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/17/12	09/23/12	--1----				1	\$850.00			
Totals											42	\$71,150.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/27/12	42	\$71,150.00	\$60,477.50
Totals	42	\$71,150.00	\$60,477.50

Signature: _____ Date: _____

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